ORDER

Orders Order / Rev: 205356 Alt Order #: Product Desc: 9/24-9/30 KAINE FOR SENATE 2012 Estimate: 11937 09/24/12 - 09/30/12 Flight Dates: Primary AE: **WAVY National House** Original Date / Rev: 09/13/12 / 09/21/12 Sales Office: N-HOU Order Type: REG Sales Region: Nat Name: Media Strategies & Research Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 11350 Random Hills Road EOM/EOC Billing Cycle: Fairfax, VA 22030 Agency Commission: 15% Advertiser POL/Kaine for Senate 2012 (D) Name: A25-54 Demographic: New Business Thru: **Product Codes:** PL5 Order Separation: 00:15:00 Priority: P4 Advertiser External ID: Revenue Codes: AGY, POL, POL-CAND Agency External ID: IN2114/IN2116/SP1753/AU1239/AL18/ Bill Plan Totals Start Date **End Date** # Spots Gross Amount Net Amount Month # Spots Gross Amount Net Amount Rating September 2012 \$2,675.00 \$2,273.75 0.00 12

\$2,273.75

Totals

12

\$2,675.00

\$2,273.75

0.00

Account Executives

09/30/12

12

08/27/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
WAVY National House			Start Of Order - End Of Order	100%

\$2,675.00

Ln	Ch	Start	End	Inventory Cod	de Break	Start/End	Time	Days	Len Sp	ots	Rate Pri	Rtg Typ	e Spots	Amount
N 1	WAVY	09/25/12	2 09/30/12	WAVY News @ WAVY News @		5a-6a		- 1- 11	- :30	3	\$125.00 P4	0.00 N	M 5	\$625.00
\//	<u>Sta</u> eek: 09/	rt Date 24/12	End Date 09/30/12	Weekdays - 1- 11	Spots/Week 3	Rate \$125.00	Rati 0	<u>ng</u> .00						
Spo		Date Ra		escription	_	t/End Time	·		Weekdays	Lengt	h Rate	Rtg Typ	<u>e</u>	
1	<i>NAVY</i>	09/24/12	?-09/30/12 V	VAVY News @ S	Sunrise 5a-6	а			- T- ThF	- :30	0 (\$125.00)	0.00 N	М	
		e MG 1.4 litical]	,1.5,1.6,1.7,	1.8										
2	2 WAVY	09/24/12	?-09/30/12 V	VAVY News @ S	Sunrise 5a-6	a			- T- ThF	- :30	0 (\$125.00)	0.00 N	М	
		e MG 1.4 litical]	,1.5,1.6,1.7,	1.8										
3			?-09/30/12 V ,1.5,1.6,1.7,	VAVY News @ S 1.8	Sunrise 5a-6	a			- T- ThF	- :30	0 (\$125.00)	0.00 N	М	
		litical]												
4	_			VAVY News @ S	Sunrise 5a-6	a			- T	- :30	0 \$150.00	0.00 N	М	
	~	i for 1.2,1 akegood]	.3,2.1,1.1											
5	_			VAVY News @ S	Sunrise 5a-6	а			Th	- :30	0 \$150.00	0.00 N	М	
	~	for 1.2,1 akegood]	.3,2.1,1.1											
6	NAVY	09/28/12	2-09/28/12 W	VAVY News @ S	Sunrise 5a-6	a			F	- :30	0 \$150.00	0.00 N	М	
	~	for 1.2,1 akegood]	.3,2.1,1.1											
7	7 NAVY	09/26/12	2-09/26/12 T	oday Show 3	10a-	11a			W	- :30	0 \$125.00	0.00 N	М	
	⊕ MG	for 1.2,1	.3,2.1,1.1										I	

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Totals

12

\$2,675.00

Order / Rev: 205356 Advertiser: POL/Kaine for Senate 2012 (D)

Alt Order #: Product Desc: 9/24-9/30 KAINE FOR SENATE 2012 WAVY

Flight Dates: 09/24/12 - 09/30/12 Estimate: 11937

Break Start/End Time Ln Ch Start End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount N 1 WAVY 09/25/12 09/30/12 WAVY News @ Sunrise CM 5a-6a - 1- 11- -:30 \$125.00 P4 0.00 NM \$625.00 WAVY News @ Sunrise Start Date Spots/Week **End Date** Weekdays Rate Rating Week: 09/24/12 09/30/12 - 1- 11- -3 \$125.00 0.00 Ch Date Range Spot Description Start/End Time Weekdays Length Rate Rtg Type [Makegood] 8 NAVY 09/26/12-09/26/12 Hampton Roads Show 11a-12p - - W- - - - - -:30 \$50.00 0.00 NM MG for 1.2,1.3,2.1,1.1 [Makegood] N 2 WAVY 09/29/12 09/29/12 Today Show Sa СМ 8a-10a :30 \$250.00 P4 0.00 NM 0 \$0.00 **Today Show Saturday** Weekdays Start Date End Date Spots/Week Rating Rate Week: 09/24/12 09/30/12 ----1-1 \$250.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 WAVY 09/24/12-09/30/12 Today Show Sa 8a-10a - - - - - Sa- -:30 (\$250.00) 0.00 NM See MG 1.4,1.5,1.6,1.7,1.8 [Political] N 3 WAVY 09/24/12 09/26/12 M-F 4-5p СМ 1-1----:30 \$125.00 P4 0.00 NM 4p-5p 2 \$250.00 M-F 4-5p Start Date Weekdays Spots/Week **End Date** Rate Rating 1-1----Week: 09/24/12 09/30/12 \$125.00 0.00 N 4 WAVY 09/30/12 09/30/12 WAVY News 10 Sun 6p CM 6p-7p ----1 :30 \$150.00 P3 0.00 NM 1 \$150.00 WAVY News 10 Sun 6p **End Date** Start Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 \$150.00 0.00 N 5 WAVY 09/27/12 09/27/12 M-F 7-730p ---1---:30 CM 7-730p \$300.00 P3 0.00 NM \$300.00 M-F 7-730p Spots/Week Rating Start Date **End Date** Weekdays Rate Week: 09/24/12 09/30/12 ---1---\$300.00 0.00 N 6 WAVY 09/24/12 09/24/12 Mon Hour 3 :30 \$700.00 P3 0.00 NM CM 10p-11p 1----1 \$700.00 Monday 10-11p Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 09/24/12 09/30/12 \$700.00 0.00 N 7 WAVY 09/30/12 09/30/12 Sun News 11p (Football)CM ----1 1130-12a :30 \$500.00 P3 0.00 NM \$500.00 Sun News 11p -- Late Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 - - - - - 1 \$500.00 0.00 N 8 WAVY 09/28/12 09/28/12 Tonight Show/Jay Leno CM \$150.00 P3 1134p-1237a ---1--:30 0.00 NM \$150.00 Tonight Show w/Leno Weekdays Rating Start Date End Date Spots/Week Rate ---1--Week: 09/24/12 09/30/12 \$150.00 0.00